



MOBILE PRESENTING

PART 3

Making life easier for mobile and home workers when they need to make a presentation.

BY JANE SMITH

This, the last in our three part series, looks into the importance of presentation tools for the mobile and home worker. Whatever we do for a living these days presentation is key, whether we are talking about the way we present ourselves, represent our company or present what it is we are trying to 'sell'. From home workers carrying out research surveys or being part of a call centre, to sales representatives on the road, they all need the basics, as far as skills and access to the

right tools and equipment are concerned.

For those of you working at home your needs are pretty simple. The majority of time you'll be relying upon your PC's internet access and your telephone skills to get the jobs done. In order to be as professional as possible it is important to have the correct software packages loaded onto your machines and be in a position to send any documentation via the internet or by post that looks professional and well presented. This means your skills on





Top 10 presentation products for mobile and home workers

- Multi-media projector
- Easel presenter
- Projection screen
- Comb/Wire binding machine
- Colour printer
- Paper supplies and consumables
- Flipchart pads and pens
- Exhibition kit
- Literature holders
- Personal portfolio

Powerpoint need to be up to scratch and you'll need to be able to access and download images and other 'clip art' if needed.

Most home workers will also have access to their company website and systems if needed to make use of corporate templates and images. In terms of hard copy needs, in order to send out professional documentation home workers will need a good colour printer, paper stocks – possibly a range of qualities depending upon the job to go out, and some form of presentation folder. This could be as simple as a plastic quotation folder or more sophisticated in the form of a bound document either plastic comb or wire bound. A laminator may also be a useful presentation tool for the home office if one wanted to send out examples of work previously done or to make up a portfolio.

Mobile working however is a completely different scenario and a trend that is continuing to grow. Many people now 'mix & match' their time between the office, working remotely, on various sites, or at home. Sales professionals have traditionally been the most

common mobile workers, but increasingly many different professions are working in this way on a regular basis. How this relates back to presentation is interesting, as there are a number of situations that do require presentation tools.

The most obvious presentation tool for a person on the move is a multi-media projector. These days if you are making a presentation to one or a number of people you will probably want to use a projector and a laptop.

Prices have fallen to a point where multi-media projectors are affordable and not considered a capital expenditure item anymore. This has opened up the market to less wealthy sectors and small businesses. These days it would be rare to meet a sales person on the road who did not have a multi-media projector.

A NEW BUSINESS 'PITCH'

What's needed here is the initial presentation, likely to be from a laptop/multi-media projector already discussed above, plus a leave behind document. This would normally take the form of a bound document, which had been put

Many people now 'mix & match' their time between the office, working remotely, on various sites, or at home

together with a wire or comb-binding machine. If presenting from a laptop and multi-media projector make sure that you have checked whether a screen is available or whether there is a flat, white surface wall area that is adequate. If not then it may be necessary to pack your own. Not difficult these days though as many of the projector screens on the market are specifically for mobile users. If the presentation is more informal or 'low key' then one might use a presentation portfolio, such as a Speed Easel where images and or slides have been downloaded into hard copy and placed in a flip-over display easel type product.

A TRAINING SESSION OR PRODUCT LAUNCH

These days there are some terrific 'pop up' exhibition kits that can be personalised very cheaply and quickly and are ideal for somebody on the move who is going into a business or public place to represent his/her company in any kind of product launch or training session. Many of you will have seen such stands at exhibitions and at your local library or train >>

